PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: . Mr. J. E. Wickham Date: February 16, 1987

From: . Barbara S. Mait

Subject: . Reynolds "Double Blend"

Reynolds "Double Blend" cigarettes are being marketed in Germany. It is advertised that this brand is the only "Double Blend" in the world. The tar delivery of this brand is 8 mg; the nicotine delivery is 0.8 mg.

Translation of the advertisement states: "Reynolds "Double Blend" is the one and only cigarette that contains two tobacco mixtures. A strong mix in the first cigarette half gives full taste with the first puff - a mild mixture in the second half gives pleasant taste to the last puff - Double Blend Tastes Strong but is Light."

The cigarette rod was divided into six 10 mm sections and analyzed for total alkaloids, total reducing sugars, reconstituted tobacco, expanded stems and expanded tobacco. Sections 1-3 were then combined to form the first half of the cigarette; sections 4-6 were combined to form the second half.

The data indicate there may be a difference in the level of total alkaloids between the first and second half of the cigarette. No differences in the levels of reconstituted tobacco, expanded stems or expanded tobacco could be determined between the first and second half of the cigarette. This may be due to the variation in the processing of this blend. Data are given in Table I.

The puff profile of this brand is similar to that of Merit 85 which has a similar tar delivery.

The nicotine profile is lower for Merit 85 because of its lower total nicotine delivery (0.6 mg) as compared to Double Blend (0.8 mg). The profiles are presented graphically in Graphs 1 and 2, respectively.

BSM:rad

Barbara S Mait

cc: Dr. K. Houghton
Mr. L. Meyer
Mr. F. Resnik
Mr. M. Serrano
Mr. R. Thomson
Central File

Attachment

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0001

TABLE I

SECTION

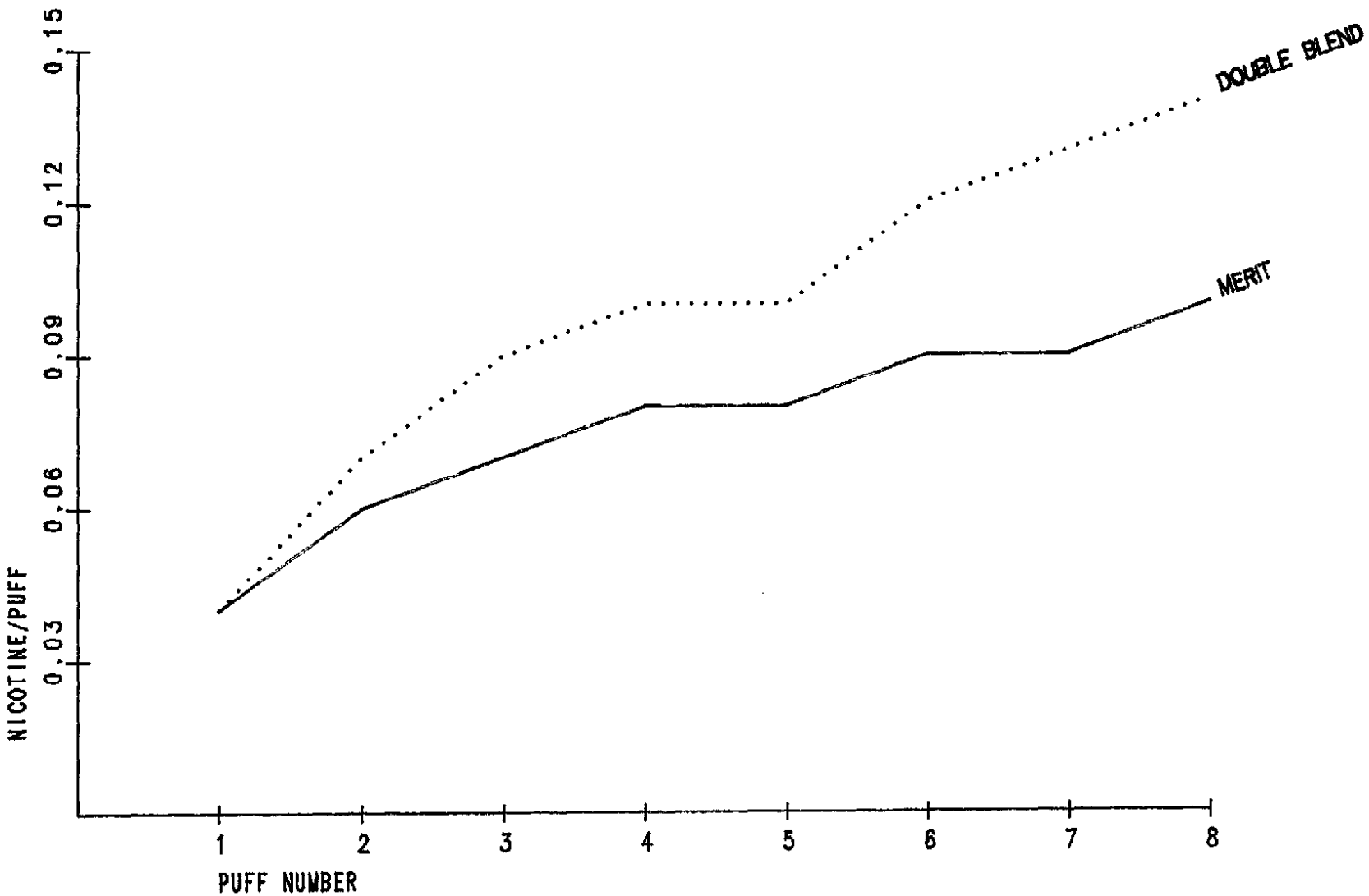
	1	2	3	4	5	6	
Total Alkaloids, %	2.09	1.97	1.68	1.54	1.52	1.52	FILTER END
Total Red. Sugars, %	9.5	9.8	9.7	10.2	10.7	10.8	
Recon. Tob., %	20	16	12	17	12	14	
Expanded Stems, %	4	3	5	3	4	6	
Expanded Tob., %	9	12	9	9	6	10	

Total Alkaloids, %	1.91	1.53	
Total Red. Sugars, %	9.6	10.6	
Recon. Tob., %	16	14	FILTER END
Expanded Stems, %	4	4	
Expanded Tob., %	10	8	

FTC Tar, mg/cigt.	8.3
Nicotine, mg/cigt.	0.79
Puffs/cigt.	8.1

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0001

GRAPH 2: NICOTINE PXP
DOUBLE BLEND VS. MERIT 85



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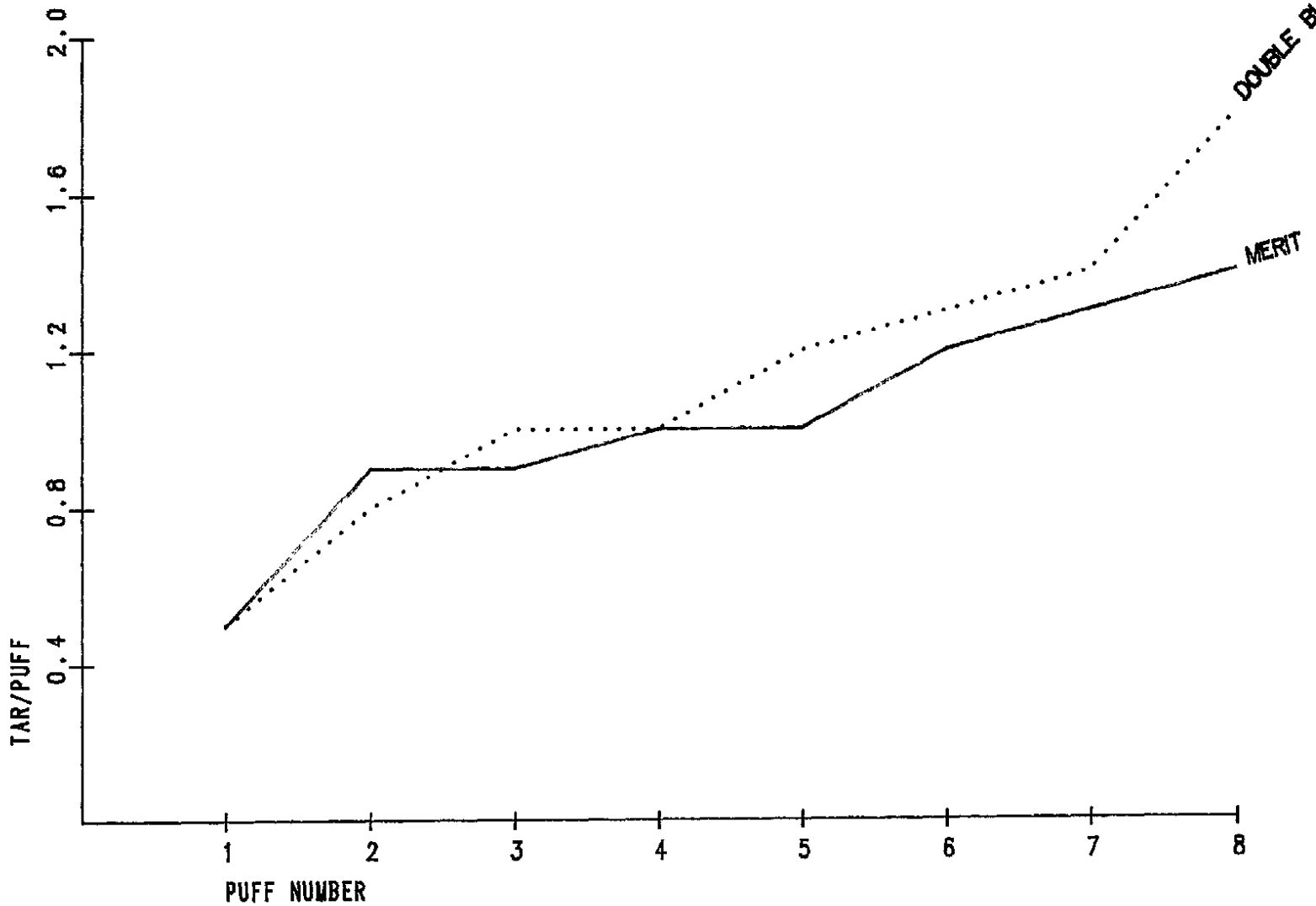
GRAPH 1: TAR PXP
DOUBLE BLEND VS. MERIT 85



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